

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, October 4, 2017

The Emma S. Barrientos Mexican American Cultural Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.

Board Members in Attendance:

Rick Hernandez, Chair
Anna Maciel, Co-Chair
Julia Aguilar, Member
Juan Oyervides, Member
Kathy Vale-Castillo, Member
Hector Herrera, Member
Rosemary Banda, Member

Board Members Absent:

Aida Cerda-Prazak, Member
Hipolito Sarabia, Member

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager
Tina Herrera, ESB-MACC Administrative Assistant

A. CALL TO ORDER: Chair Hernandez called the Board Meeting to order at 6:12pm.

B. CITIZEN COMMUNICATION:

- Fred Lewis, Citizen gave his opinion on four ways the Mexican American Cultural Center could be funded. He believes the MACC should use whatever avenue will get the center completed.
 1. Convention Center waterfall expansion.
 2. Waller Creek Tax Increment Financing (TIF).
 3. Certificates of obligation in bonding authority done by the City.
 4. Provision in 351 Convention Center expansion. (Host conventions and meetings)
- Bill Bunch with Save Our Springs Alliance shared a handout on the Austin's Hotel Occupancy Tax and the Proposed Convention Center Expansion.
 - He explained that Austin's Hotel Occupancy Tax had estimated to bring in \$90.5 million within the last year and likely to cross the \$100 million mark in the current FY budget. He explained that state law requires the HOT tax to be used to benefit and promote tourism to the Austin area.
 - Member Kathy Vale-Castillo asked Bunch to explain what a TIF is and how it works. Bunch stated to the Board that it is a geographic area that is sectioned off by taxable value of lands property where the growth is earmarked and put into a fund to specifically invest in, with the idea of the investment growing.
- Maria Solis, President of Tejano Genealogy Society of Austin introduced herself and thanked the MACC staff for providing her organization a space to meet. She informed the Board Members that they would meet at the Center every first Saturday of the month and hold a study group the third Thursday of the month. She explained that their group assists with genealogic research, promoting authors that write about Hispanic history, and provide awareness to schools and

communities as well as much more.

- Luis Ordaz, Artistic Director of Proyecto Teatro gave an update that the Latino Arts Residency Program Members were given the amendment of the LARP contract.
 - Ordaz provided a statement from members of the LARP program declining to sign the proposed addendum, as they believed the document was not aligned with both the short-term and long-term interests of Austin's Latino artists and organizations.
 - The artist requested that the ESB-MACC Advisory Board establish a focus group to work in partnership with the LARP artists to redesign the residency program.
 - Chair Hernandez agreed that the contract needed to be structured to the needs of a Residency program and the LARP working group get together and discuss a process of meeting those needs.

C. APPROVAL OF MINUTES:

September 6th: With no corrections, Member Vale-Castillo motioned to approve. Co-Chair Maciel seconded. Motion passed. (7.0) Members Cerda-Prazak and Sarabia were absent.

September 21st: With no corrections, Member Vale-Castillo motioned to approve. Member Banda seconded. Motion passed. (7.0) Members Cerda-Prazak and Sarabia were absent.

D. PRESENTATIONS:

1. Herlinda Zamora, ESB-MACC Site Manager provided an email handout on behalf of Kim McKnight, PARD Project Manager on the Master Plan process.

- The process will seek public input on programming that might direct the expansion of existing or new buildings, new facilities, new shade structures, parking, landscaping and the potential redesign of the Plaza.
- October 7th, the City will host a second public open house meeting for the CasaBella design team to present a series of design concepts that respond to the input received by the community. The public feedback received during the meeting will help CasaBella prioritize elements of the design and prepare a final recommendation to be presented during the third and final public open house meeting in December.
- Co-Chair Maciel believed it is important for the community to be involved in giving their input and asked that all Board Members push to promote the open house.

2. Herlinda Zamora, ESB-MACC Site Manager provided the Board Members with the October calendar of events.

- Zamora shared the Dia de Los Muertos flyers with the Board reminding the Members that the event would be held October 21st from 3-7pm and that they would be honoring the late Anthony Ortiz Jr.
- Zamora provided LARP highlights for the Board Members to review.
- Zamora presented a video of the 10 Year Anniversary Celebration to the Board and provided a final report on the events successes and challenges.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Chair Hernandez provided a printout to MACC staff and fellow Board Members of his comments that he had brought forth to City Council at their September 28th meeting.

- The funding sources that would be looked at would be the Downtown Puzzle but also the GO Bond program, issuance of Certificates of Obligation, inclusion of the MACC and

Palm school in the Waller Creek Tax Increment Finance expansion, the establishment of Public/Private partnerships, and Philanthropic Engagement.

- Member Vale-Castillo stated a unanimous agreement was passed that all questions about the Downtown Puzzle be sent to Jim Wick, Mayor's Community Outreach Coordinator to be answered and reported back to City Council by December 15th.
- 2. Chair Hernandez stated that the Downtown Puzzle had not yet met but he had created a blog under pelanchito@blogspot.com and would continue to update the site.
- 3. Member Oyervides postponed the report on the Austin Energy substation public art project due to some of the working group members not being present. Oyervides stated that he would provide an update at November's meeting.
- 4. No further discussion.
- 5. Member Oyervides expressed that he enjoyed the 10 Year Anniversary Celebration and that his only criticism was that he heard the event could have been more celebratory. He also stated that he liked that the program was formal, however he wanted all Board Members to be introduced, especially at larger events.
 - Co-Chair Maciel felt that the program was too long but overall felt the event was successful.

F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

1. Discussion and possible action on planning for the Awards of Excellence.
2. Report on the Downtown Puzzle Working Group.
3. Report on the Austin Energy substation public art project.
4. Report on the Mural Program Working Group.
5. Report on the LARP Working Group.
6. Report from Kim McKnight on the Final Engagement for the Master Plan.

ADJOURNMENT:

Member Oyervides motioned to adjourn with a second by Member Banda. Motion passed. (7.0)
Members Cerda-Prazak and Sarabia were absent. Chair Hernandez adjourned the meeting at 8:35pm.